GOVERNMENT OF INDIA
YOUTH AFFAIRS AND SPORTS
LOK SABHA

UNSTARRED QUESTION NO:6725
ANSWERED ON:09.05.2000
VANDEMATRAM PROGRAMME
JAGDAMBI PRASAD YADAV

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

(a) the extent to which Vandematram programme has been successful in achieving its intended objectives and the likely duration of this programme;

(b) the names of institutions associated with this programme;

(c) whether publicity of this programme is being done at village level or it is confined only to cities of various districts;

(d) whether any literature / publication has been provided for publicity of this programme; and

(e) if so, the details thereof?

Answer

THE MINISTER OF STATE FOR YOUTH AFFAIRS AND SPORTS

(SHRI TH. CHAOBA SINGH)

(a) The Vandematram Programme was organised from 11th December, 1999 to 12th January, 2000. The main objective of the programme was to motivate the youth of the country to take up positive community action, imbibe good citizenship qualities, inspire them to dedicate themselves for national reconstruction and to take up challenges in the field of nation building. Broadly, the set objectives were achieved through various programmes organised throughout the country. The message of Vandematram was carried through Jathas in 97 Universities, through Nehru Yuva Kendras Volunteers, National Service Scheme (NSS) students, National Cade Corps (NCC) cadets and Scouts & Guides. 154 Vahinis took out Jathas to sensitize people on Socio-economic issues confronting the country. Traversing 1,62,552 kms, these vahinis visited 11,263 villages, towns and slums holding corner meetings, street plays, patriotic film shows disseminating the message of the Campaign. On the midnight of the 31st December, 1999, all over the country, 1059 pledge taking functions were organized in 364 districts.

(b) The following institutions / organizations were associated with the programme :- i. Nehru Yuva Kendra Sangathan (NYKS). ii. National Service Scheme (NSS). iii. National Cadet Corps (NCC) iv. Bharat Scouts and Guides. v. Universities.

(c) The publicity of the programme was done in villages and slums; and in block, district and state headquarter also .

(d) & (e) : Publicity materials like brochure, posters and film cassettes on Kargil and Vandemataram were provided to each district Nehru Yuva Kendra and Universities for giving wide publicity at the grass-root level through which the objectives of the programme and details of activities to be organized were highlighted. Advertisements were also released in National dailies to publicize the Vandematram Campaign.